Enterprise NOW!

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Enterprise Saskatchewan Chair Relishes New Role

By Shirley Collingridge

If passion is the light of leadership, the province's economic future looks bright. The Chair of the Enterprise Saskatchewan Board of Directors, Minister Ken Cheveldayoff relishes his new role.

"I have a great passion for Saskatchewan," he said. "I was delighted to be given the honour of helping to direct the province's new special operating agency and its economic development mandate."

"There are a great many opportunities for our province throughout the world," added Cheveldayoff, who plans to make certain Saskatchewan benefits from those opportunities.

He feels confident his "supporters" will help to ensure success. At home, wife Trish and their two children wholeheartedly encourage his undertakings. That support continues in the workplace.

"From my Vice-Chair Gavin Semple and Board Directors, through management and staff, Enterprise Saskatchewan has an impressive and dedicated group of people working to ensure our province has the best business environment, not only in the country, but in the world," he said.

"Only then can we ensure we will have the jobs and investment that will allow us to support key programs in health and education."

Cheveldayoff's team approach can be traced back to his university years when he was an accomplished track and field competitor as well as a member of the Saskatoon Hilltops and U of S Huskies. He believes the Enterprise Board shares that team dynamic. "These leaders come from all areas of the province and from various key sectors. They are leading a bold and innovative approach to creating lasting and permanent economic growth."

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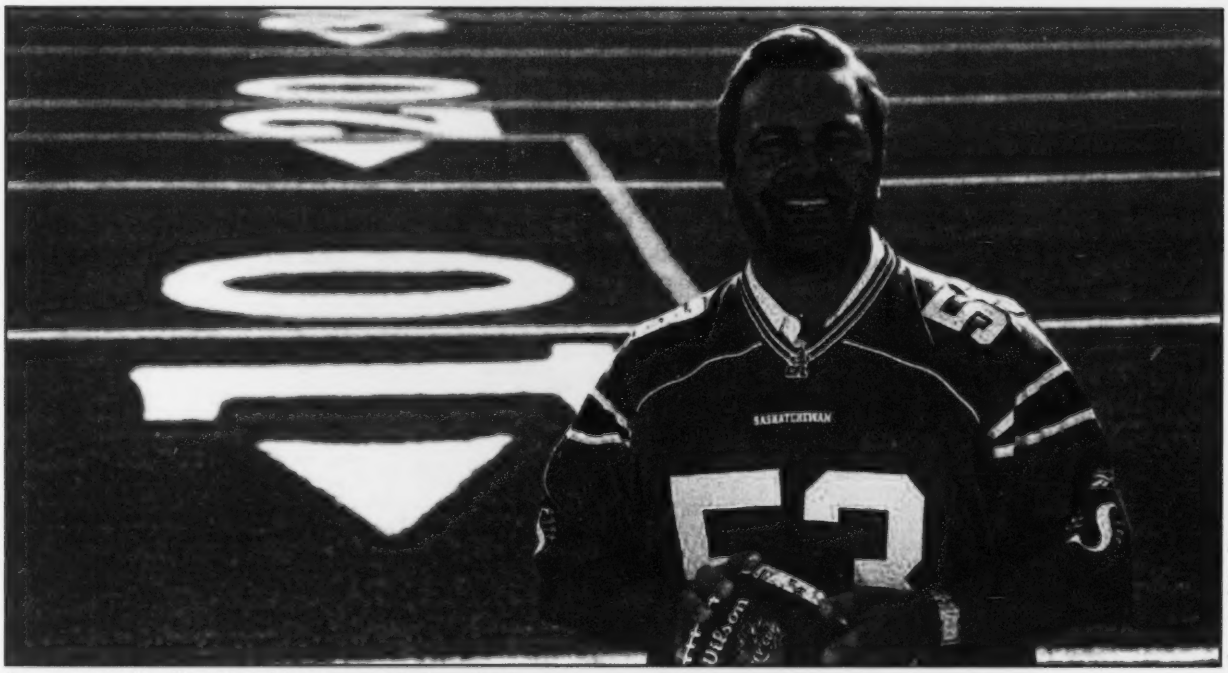

Photo: Keith Moulding

Minister Ken Cheveldayoff, new Chair of the Enterprise Saskatchewan board

Building Saskatchewan's Economic Backbone – Youth as Entrepreneurs

By Viringia Wilkinson

The fall of 2009 will be a memorable one for a small group of grade 12 students from Moose Jaw's A.E. Peacock Collegiate.

They're all members of a unique class that will create a company, sell its product, dissolve the company and provide a return on investment for shareholders–all in just five months.

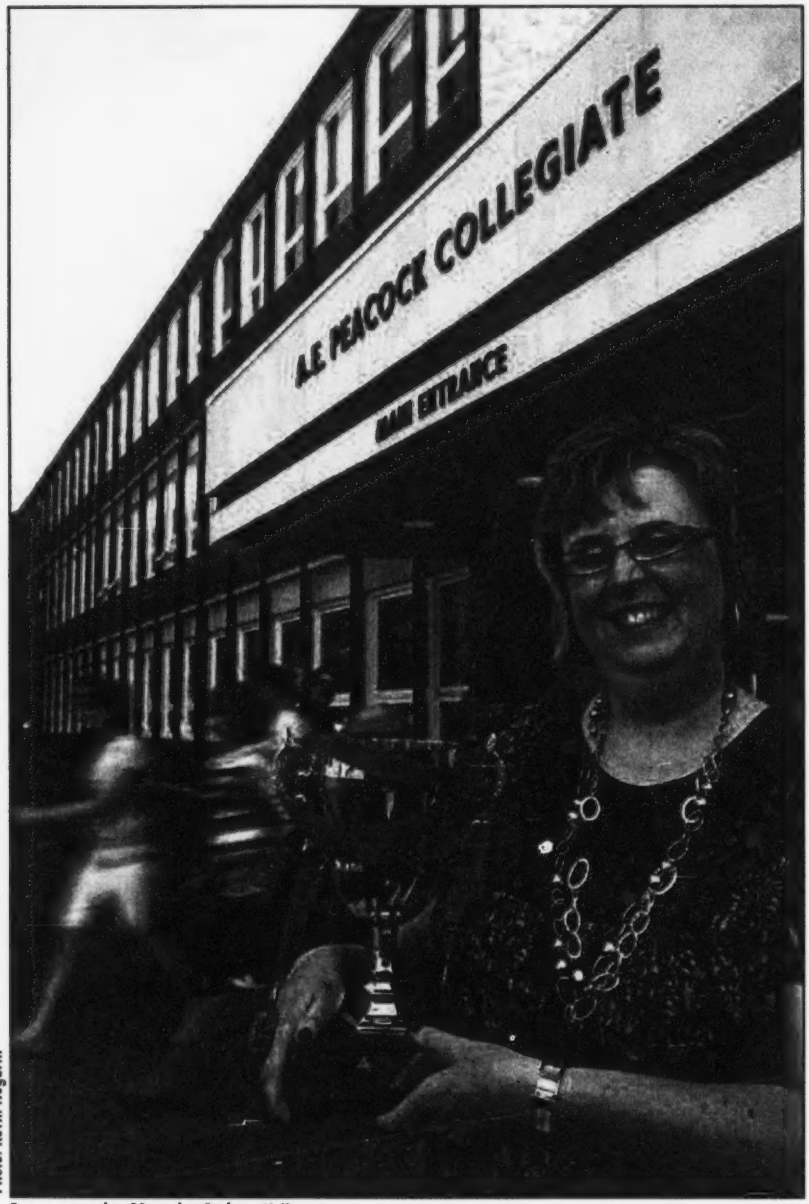

Photo: Kevin Hogarth

Entrepreneurship 30 teacher Barbara McKinnon

The innovative class integrates the Entrepreneurship 30 course with the Junior Achievement Company program. The result is that the students learn about the development of a small business, through both theory and practical experience.

"Because they have to be able to put their plans into action, the program helps students take a realistic approach to the development of their business and marketing plans," said Barbara McKinnon, instructor with A.E. Peacock Collegiate's Entrepreneurship 30 program.

The students use research and evaluation tools to develop an effective company concept. They then work together to elect company officers, identify potential shareholders, sell company shares, develop a business plan that includes a detailed marketing plan, implement the plan, market the product, prepare a final shareholders report, dissolve the company and cash in shareholder certificates.

A.E. Peacock Collegiate began integrating the Junior Achievement Company program into its Entrepreneurship course in the fall of 2007.

In the first year of the new program the class won "Company of the Year," the Regina Junior Achievement's most prestigious award. They received the award for the work they did in creating Chug-A-Lug-A-Mug, which produced Christmas gift mugs.

McKinnon said she was overwhelmed when the 2007 class won the award. "It was an incredibly proud moment," she said.

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Seed Master's Success Springs From the Land

By Elaine Carlson

Seed Master, a farm equipment manufacturing company located in Emerald Park, is less than a decade old, but the innovative no-till seed drills it started producing in 2003 are now found across North America and as far away as Kazakhstan, Russia and, soon, Australia.

The market potential is so enormous that Seed Master recently retooled its plant. It installed million-dollar laser cutting technology to cut components for its seeders in-house, streamline production, improve factory efficiency and product quality, and build even more seeders for a global market hungry for seeding technology that actually works for dry land farming. Another $2 million is planned for expansion.

Seed Master's drills can accurately place seeds and fertilizer to achieve maximum and even crop germination, keep the stubble standing and conserve valuable soil moisture at the same time.

"Seed Master's seed drills have revolutionized the seeding industry in the world to the point that other drill manufacturers have either copied or are purchasing technology from us," says owner and president Norbert Beaujot.

Seed Master also manufactures seed delivery systems, seed and fertilizer tanks and filling equipment. Most recently, its in-house R&D group has been working with Beaujot on improved guidance correction for drills and better metering for all crops, including corn.

A key to Beaujot's success has been maintaining a first-hand connection to farming and the needs of farmers. Beaujot is a fourth-generation farmer himself and continues to operate a farm near Kipling with his family.

"A lot of the world's best drill designs have come right off the Saskatchewan farm, and as a farm boy myself with a love for the land, I've always had a slant for design."

Beaujot received a degree in agricultural engineering from the University of Saskatchewan and started working on his inventions back in the early '90s. "To me, the CEO of a company should always get his hands dirty. If you try to design farm equipment from behind a desk, you won't be successful."

Beaujot credits the landscape, too.

"When I was in Australia recently, one of the Aussies commented that all the best inventions come out of Saskatchewan because we have a lot of time to think during our long, cold winters," he chuckles, "but I also think our broad horizons give us freedom to think about things more creatively and in different ways. Saskatchewan is also one of the hardest places to make a living as a farmer, so you really feel the need to make improvements that can make a difference. You have to feel that need yourself in order to develop a marketable product."

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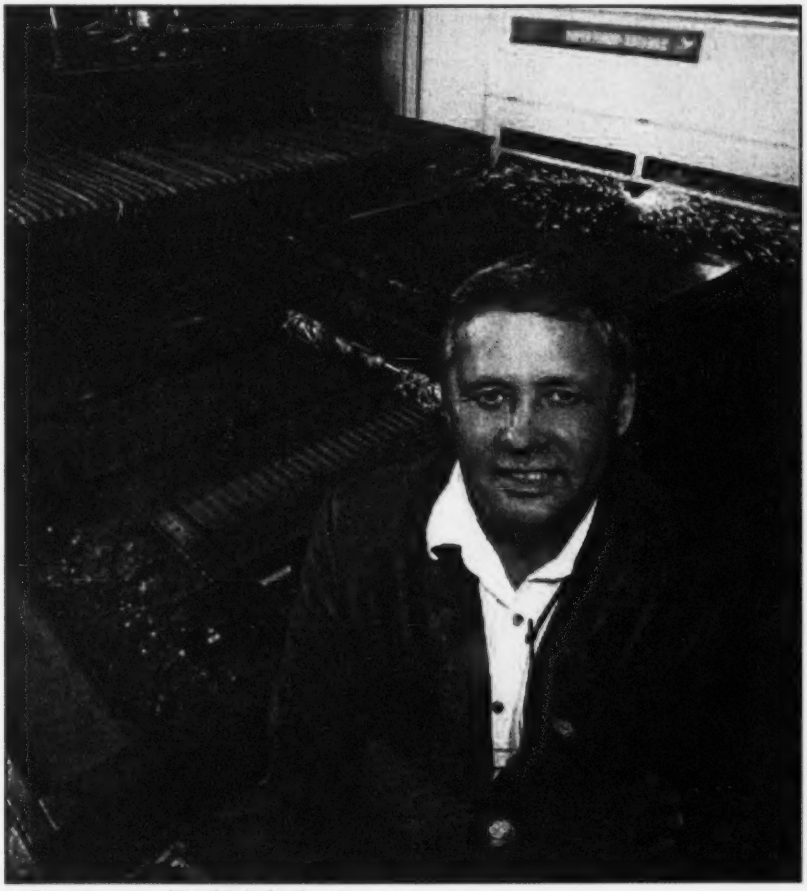


Photo: Kevin Hogerth

Seed Master's owner and President Norbert Beaujot

ENTERPRISE SASKATCHEWAN BOARD OF DIRECTORS

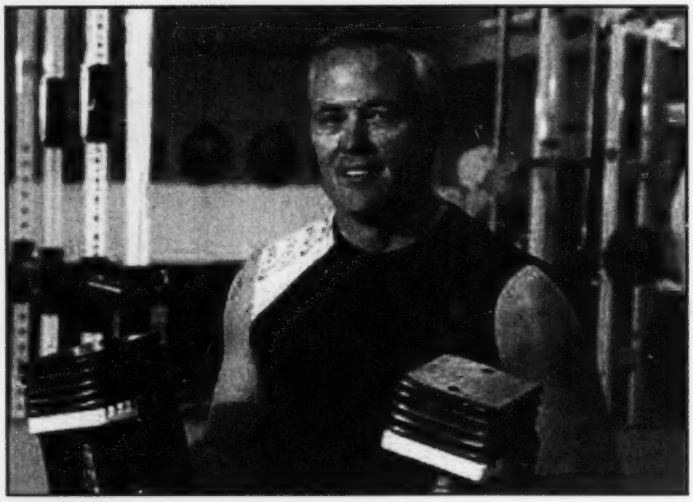
Part Two of a personal look at the 12 members of the Board representing industry, the community and all areas of the province.

David Marit

I must say I was very honoured to be asked to sit on the Board of Directors of Enterprise Saskatchewan. To be a part of the recommendation process and to see the Government of Saskatchewan act on those recommendations, and see communities working together to grow and prosper, is a great feeling of accomplishment. These recommendations have the influence to move us forward and become a great province. I truly believe that Saskatchewan is the greatest place to live, work and raise a family.

Craig Lothian

For me personally, attracting new investment, new interest and above all new people to Saskatchewan is one of the keys to the future success and development of our province. Saskatchewan already has what it takes to be successful. What we need to do, and continue doing, is to ensure that we provide an attractive fiscal, tax and regulatory environment to companies and individuals who can bring new or expanded enterprises to our communities, large or small. That's vital. And that's what Enterprise Saskatchewan is mandated to do. I'm grateful to have a voice on the Board and be a part of this process and this legacy.



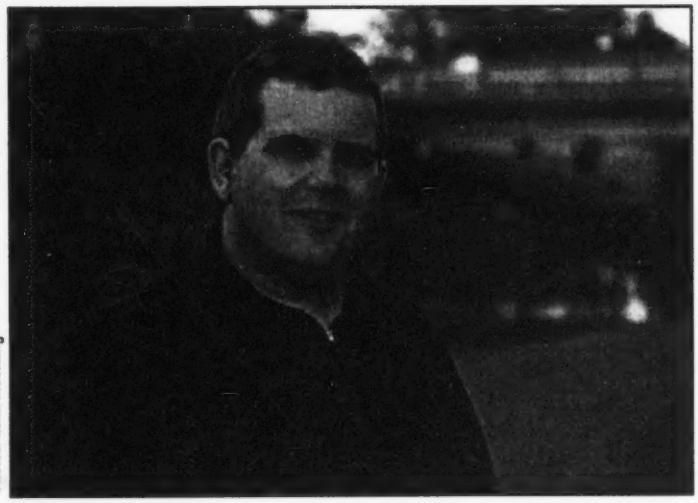
Photos: Keith Moulding

Gary Merasty

When considering the formula for ensuring a prosperous economy, Saskatchewan has a huge competitive advantage over other jurisdictions. This competitive advantage is the ability to mobilize and capitalize on the emerging energy of First Nation and Métis businesses and its talented labour force. Not since the early beginnings of this province have First Nation and Métis people and communities had such a direct influence on the future of Saskatchewan. A healthy and prosperous Métis and First Nation community means that Saskatchewan's future is bright. Developing strategic recommendations on First Nation and Métis business development and labour force mobilization are key elements for ensuring this future becomes reality.

Hon. June Draude

One of our top priorities as a Board has been helping to ensure the province is well-rounded, balancing our economic well-being with quality of life. The question is often what else can Saskatchewan offer—that's why we've encompassed elements like culture and sports. Secondly, the promise of Saskatchewan must be extended to everyone, and as such our Board strives to represent the people of this province as a whole. This Board is strong and independent, and its members have their feet on the ground. I know they're always asking government: Are you listening to the people, the workers, who are the engine of our economy? I'm immensely proud of that.

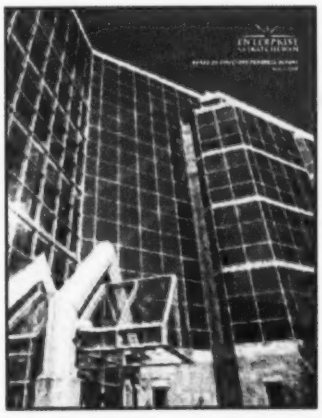


Photos: Keith Moulding

Mark Frison

I have spent my entire career working in education and economic development. Participating as the post-secondary education representative on the Enterprise Saskatchewan Board allows me to marry those two passions. Enterprise Saskatchewan is an innovative vehicle that has the potential to transform traditional approaches to economic development.

Released in June 2009, the Board of Directors Progress Report covers the period ending March 31, 2009, and details the Board's efforts and key accomplishments of its first year in operation. The planning, the vision and the work described in the pages of this report are just the beginnings of the legacy the Board will leave with the province. It can be viewed online at: www.enterprisesaskatchewan.ca/Mar09ProgRept



Anti-theft Device Could Help Shut Down Car Thieves

By Shirley Collingridge

Eureka! Three University of Saskatchewan electrical engineering students recently teamed up to apply the latest techno-fever to a decades-old dilemma: vehicle theft.

Homework in the eight-month Senior Design Project Class culminated in a working prototype that its inventors Shea Pederson, Jonathan Ness and Michael Siourounis call the CDMA Vehicle Theft Recovery Device.

Oddly enough, Siourounis pointed out none of the three has ever had a vehicle stolen, but this is an anomaly. Last year, Saskatchewan Government Insurance reported 2,536 vehicle thefts (0.24 per cent of provincially registered vehicles). Nationwide, however, "If you ask three people, one of them probably had their car stolen," said Siourounis. "The latest Statistics Canada information showed the average is a vehicle theft every three minutes in Canada."

The students' inspiration arose in part from Pederson's years on the family farm, where he experienced overheated vehicles automatically shutting down. Building on that precautionary feature, Pederson, Siourounis and Ness developed the prototype that includes a password protected text message. The text message initiates a shutdown sequence by tricking the vehicle into overheat response.

Not only does the device disable the stolen vehicle, it tells its owner where it can be found. Without affecting the brakes or steering, the sequence initiates low power mode, giving the driver a 30-second warning that the vehicle is shutting down. The device then sends GPS co-ordinates back to the owner's cell phone, which can be dropped into a Google Map to pinpoint the location of the vehicle. If the police are quick enough, they can easily nab the thief in the disabled vehicle.

The trio tested their prototype on Ness's Ford F150 half ton, as well as running diagnostics on various other models. Although no real-world testing was done on other models, said Pederson, "We are highly confident from research that the device will work on other makes."

But don't pull out your credit card just yet. "It is just a prototype," cautioned Pederson, "not something we can get fabricated and put on Canadian Tire shelves tomorrow." The work yet to be done: patents, safety regulations, long-term tests to determine safe shut-down timing, and shrinking the device from its bulky 11x8x4 inches to the size of a two-inch thick CD.

What's next for our young Einsteins? Graduate school for Siourounis, careers for Pederson and Ness, and perhaps somewhere in the future an anti-theft device for anti-theft devices. Eureka...

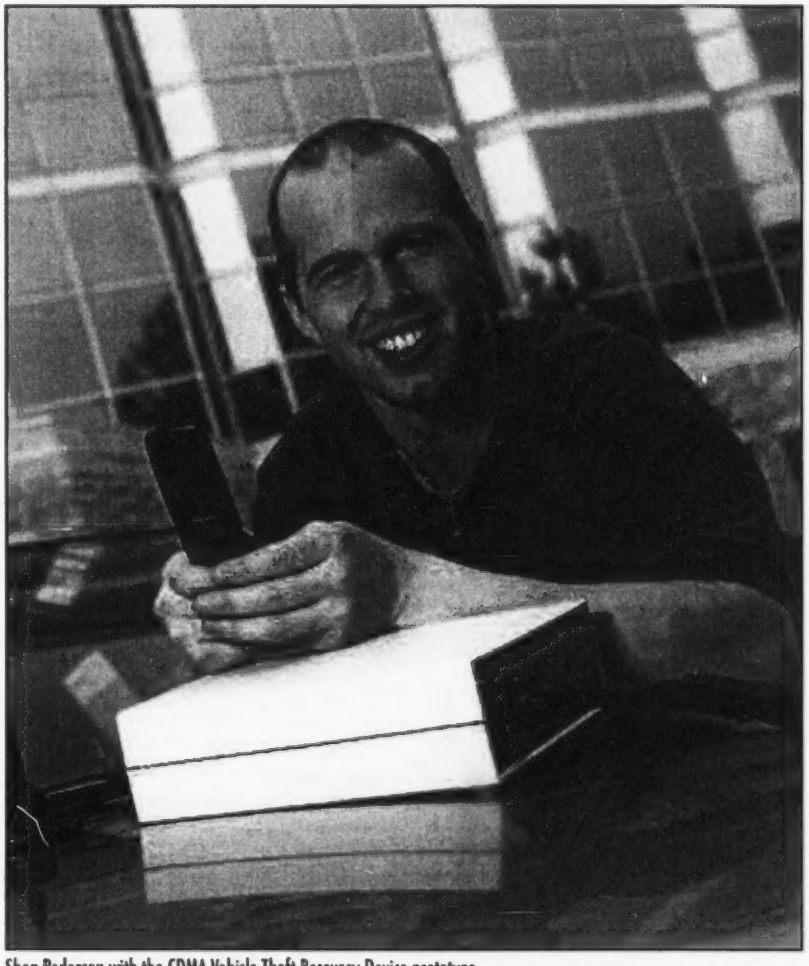


Photo: Kevin Hogarth

Shea Pederson with the CDMA Vehicle Theft Recovery Device prototype

Youth Entrepreneurs

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Then the 2008 class won in the second year of the program, for the creation of Jarfuls, which produced jars of soup, cookie and cappuccino mixes.

"I can't say enough good things about what this program does for students," she said.

McKinnon made the decision to integrate the Junior Achievement Company program into her Entrepreneurship course following a conversation with Katherine Gagne, Junior Achievement Program Director for the Southern Region. McKinnon said the decision to integrate the two programs has made a huge difference to students.

"It's really sparked student interest in the class; they get so much more out of it now because they learn by doing."

Brent Gunningham agrees. He was a member of McKinnon's 2008 class and was Vice President of Marketing and Sales for Jarfuls.

"It was really interesting. I'd never done anything like that before. It was a lot more work that I had thought it would be, but it was definitely well worth it," Gunningham said.

For Gunningham and his classmates, the course was not only academically rewarding, it was financially rewarding as well. Shares in the company grew from approximately $10 per share to over $200 in just over four months, providing student shareholders with a significant return on investment.

McKinnon believes the program is contributing to growth in the Saskatchewan business sector. She says many graduates from her program have gone on to take post-secondary business and administration courses, and many have started their own small businesses.

Like her students, McKinnon finds the program incredibly exciting. As she heads into another school year, she seems almost more excited than the students.

"This program brings the classroom to life and gets students excited about what they're doing. It's become my favourite class to teach!"

SBLAs: A Saskatchewan-only Program

Your community needs you!

Are you a business owner or a community-minded individual interested in supporting entrepreneurship? Does your community have an Economic Development Organization that promotes the needs of businesses within your community? Starting a Small Business Loans Association (SBLA) in your community or volunteering to sit on the Board of Directors of an existing one may be of interest to you.

The SBLA Program—a truly made-in-Saskatchewan success story—is celebrating its 20th anniversary in 2009. Any community can access the SBLA Program by incorporating an Economic Development Organization made up of business people and individuals who are interested in supporting and assisting entrepreneurs start and grow their businesses. Thousands of small businesses have been assisted and hundreds of SBLAs have been formed since the program was introduced in 1989.

Only available to Saskatchewan businesses, the SBLA Program encourages diversification of the Saskatchewan economy and supports community economic development by making funding available, through community-run organizations, to non-traditional entrepreneurs.

Community-based interest groups, co-operatives, corporations, Rural Development Corporations and Enterprise Regions can form SBLAs.

Communities should contact Enterprise Saskatchewan (ES) for assistance in establishing an SBLA. They will need to incorporate under The Business Corporations Act or The Co-operatives Act as either "for profit" or "non-profit" and then arrange a meeting with ES and the newly formed Board of Directors, which can be composed of community business people, councillors, or members of the local Economic Development Committee. Once approved by ES, the SBLA may access an interest-free revolving line of credit of up to $200,000 and, it turn, use this line of credit to make loans of up to $15,000 to new and existing businesses. Businesses can apply for a loan to purchase assets; the funds cannot be used for operating expenses.

For further information, contact sbla@enterprisesask.ca.

Enterprise Chair: Ken Cheveldayoff

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Cheveldayoff's work experience complements his passion and team approach. Before entering politics, he worked with Western Economic Diversification as a senior business advisor, helping individual businesses and industries to grow and expand. He has also been an entrepreneur all his life, including a position as a majority shareholder in a company involved with operating and developing real estate properties.

Being Chair of Enterprise Saskatchewan adds to Cheveldayoff's impressive portfolio, which includes Minister Responsible for Trade, STEP (Saskatchewan Trade & Export Partnership) as well as SaskEnergy. He is also a member of the caucus Standing Policy Committee on Economy and MLA for Saskatoon Silver Springs.

Cheveldayoff looks forward to building on the groundwork laid by his predecessor, Lyle Stewart.

"I hope my legacy with the Board will be as a leader who helped to make our province open for business and to develop a prosperous Saskatchewan that will lead the country and provide a high quality of life for all," he said.

Seed Master's Success

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Location-wise, Saskatchewan is "the centre of the world" according to Beaujot. "We're central in the Great Plains region of North America, we're on a big highway so it's easy to get our equipment in and out, it's easy to get good labour, and government is friendly to business."

Seed Master employs about 35 people and works with another 50 dealers across the globe. Family members are also involved; son Cory looks after marketing, another son Ryan looks after most purchasing, and daughter Rochelle looks after sales and dealer relations.

"There's something nice about keeping it in the family," Beaujot adds with satisfaction.

Readers can visit Seed Master at www.seedmaster.ca.

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